



BILLING CODE 4162-20 - P

## **DEPARTMENT OF HEALTH AND HUMAN SERVICES**

### **Substance Abuse and Mental Health Services Administration**

#### **Agency Information Collection Activities: Submission for OMB Review; Comment Request**

Periodically, the Substance Abuse and Mental Health Services Administration (SAMHSA) will publish a summary of information collection requests under OMB review, in compliance with the Paperwork Reduction Act (44 U.S.C. chapter 35). To request a copy of these documents, call the SAMHSA Reports Clearance Officer on (240) 276-0361.

**Project: Center for Substance Abuse Prevention's (CSAP) "Talk. They Hear You." Screen 4 Success Instruments and Consent form. (Office of Management [OMB] No. 0930-XXXX).**

SAMHSA is requesting approval for its "Talk. They Hear You." media campaign's "Screen 4 Success" Consent Form and Screener. The "Talk. They Hear You." campaign aims to reduce underage drinking and substance use among youths under the age of 21 by providing parents and caregivers with information and resources they need to address alcohol and other drug use with their children early. The new "Talk. They Hear You." campaign's "Screen 4 Success" mobile app is an interactive tool to help parents and caregivers, educators, and communities get informed, be prepared, and take action to prevent underage drinking and other drug use. Specifically, it provides these groups with the ability to self-screen and self-manage referrals as a prevention service. Parents have a significant influence

in their children's decisions to experiment with alcohol and other drugs.

SAMHSA and its Centers will use the data for annual reporting: 1) reporting results of the campaign's performance, 2) evaluating the effectiveness of the application and its utility and 3) assessing the accountability and performance of this component and the overall media campaign, including a focus on health equity.

The tools reflect CSAP's desire to elicit pertinent participant level data that can be used to not only guide future programs and practice, but also respond to stakeholder, congressional and agency inquiries. For a more in-depth review of the screener and consent form, please see Attachments A - C.

This information will be used by SAMHSA to help improve the accountability and performance of its "Talk. They Hear You." program and social media campaign (each of which refer to this component and other resources). Specifically, the program evaluators will use the information collected through this request to generate annual performance reports that assess the impact of this SAMHSA program outcomes. This information will also be used to inform recommendations regarding future programming should the program continue to be funded.

The information collected from these forms is captured by the "Screen 4 Success" mobile app and made available to the "Talk. They Hear You." media campaign evaluators in real time. Approval of this data collection activity will allow SAMHSA to continue to assist those under the age of 21, and parents to screen themselves, the parents and client in identifying individuals that may need further assessment or intervention for the alcohol use, drug use, suicide prevention, and other mental health needs. Many of these issues occur at the same time in youth and require referral to co-occurring programs so there is significant value in screening quickly for all of them at the same time. By implementing this screener, we hope to be able to divert individuals who might be at risk of alcohol dependence and these

other problems to effective programs and services.

<b>SAMHSA Tool</b>	<b>Number of Respondents</b>	<b>Responses per Respondent</b>	<b>Total Number of Responses</b>	<b>Burden Hours per Response</b>	<b>Total Burden Hours</b>	<b>Estimated Hourly Wage <sup>1</sup></b>	<b>Total Hour Cost</b>
Parent/Guardian Consent	100,000	1	100,000	0.04	10,000	\$ 26.92	\$ 107,680
Youth Assent Forms	100,000	1	100,000	0.04	10,000	\$ 26.92	\$ 107,680
Screener	100,000	1	100,000	0.30	60,000	\$ 26.92	\$ 807,600
<b>CSAP Total</b>	<b>300,000</b>		<b>300,000</b>		<b>38,000</b>	<b>\$26.92</b>	<b>\$ 1,022,960</b>

<sup>1</sup> The information is collected via an online application and does not require project staff to administer the consent or screener. The application has internal checks to ensure appropriate completion. The hourly wage estimate is \$26.92 based on the Occupational Employment and Wages, Mean Hourly Wage Rate for 19-4061 Social Science Research Assistants as of 10/21/2021. (<http://www.bls.gov/oes/current/oes211011.htm>. Accessed on October 21, 2021.)

Written comments and recommendations for the proposed information collection should be sent within 30 days of publication of this notice to [www.reginfo.gov/public/do/PRAMain](http://www.reginfo.gov/public/do/PRAMain). Find this particular information collection by selecting "Currently under 30-day Review - Open for Public Comments" or by using the search function.

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